

Altering travel demand is a third way to improve the efficiency of existing roads. Travel demand can be reduced or altered in the following ways:

- **Carpools** - Encouraging the formation of carpools and vanpools for journeys to work and other trip purposes reduces the number of vehicles on the roadway and raises the people carrying capability of the street system.
- **Alternate mode** - Encouraging the use of transit and bicycle reduces vehicular congestion.
- **Work hours** - Programs by industries, businesses, and institutions to stagger work hours or establish variable work hours for employees spreads peak travel over a longer time period and thus reduces peak hour demand.
- **Land use** - Planning land use can control development or redevelopment in a more travel efficient manner.

System Efficiency

Another means for altering travel demand is the development of a more efficient system of roads that will better serve travel desires. A more efficient transportation system can reduce travel distances, time, and user costs. Improvements in system efficiency can be achieved through the concept of functional classification of streets and development of a coordinated major street system.

Thoroughfare Classification Systems

Streets perform two primary functions, traffic service and land service, which when combined, are basically incompatible. The conflict is not serious if both traffic and land service demands are low. However, when traffic volumes are high, conflicts created by uncontrolled and intensely developed abutting property lead to intolerable traffic flow friction and congestion.

The underlying concept of the thoroughfare plan is that it provides a functional system of streets that permits travel from origins to destinations with directness, ease and safety. Different streets in this system are designed and called on to perform specific functions, thus minimizing the traffic and land service conflict.

Urban Classification

In the urban thoroughfare plan, elements are classified according to the function they serve. Roadways may be classified as major thoroughfares, minor thoroughfares, or local access streets.

Local Access Streets provide access to abutting property. They are not intended to carry heavy volumes of traffic and should be located such that only traffic with origins and destinations of the streets could be served. Local streets may be further classified as residential, commercial, and/or industrial depending upon the type of land use that they serve.

Minor Thoroughfares are more important streets on the city system. They collect traffic from the local access streets and carry it to the major thoroughfares. They may in some instances supplement the major thoroughfare system by facilitating minor through traffic movements. A third function that may be performed is that of providing access to abutting property. They should be designed to serve limited areas so that their development as major thoroughfares will be prevented.